

# hype413,inc. e

June 15, 2012

Office of the Secretary  
Federal Communications Commission  
Attention: Disability Rights Office, Room 3-B431  
9300 East Hampton Drive  
Capital Heights, MD 20743

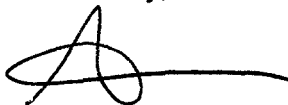
**Case Identifier: CGB-CC-0471**

**RE: Confidential Treatment**

To Whom It May Concern:

We respectfully request that Hype receive "confidential treatment" as it pertains to our financial records. We are not a public company and would appreciate the consideration of our fiduciary relationships. We have attached a redacted copy for public inspection. I look forward to hearing from you soon and would be happy to discuss our request with you. Your consideration in this matter is deeply appreciated.

Sincerely,



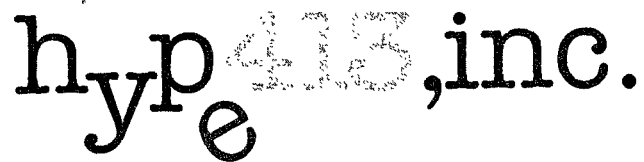
Nicole Woodruff

VIA: OVERNIGHT

ENCLOSURES

**REDACTED COPY**

**FOR  
PUBLIC INSPECTION**



June 15, 2012

Office of the Secretary  
Federal Communications Commission  
Attention: Disability Rights Office, Room 3-B431  
9300 East Hampton Drive  
Capital Heights, MD 20743

**Case Identifier: CGB-CC-0471**

Hype413, Inc. (“**Hype**”) respectfully submits this file update in reference to the above petition requesting exemption from closed captioning requirements. First please accept this letter as affirmation that all information initially submitted on our petition dated, March 3, 2006 is still relevant. Hype still believes that its programs qualify for this exemption because compliance would result in an undue burden on Hype for the following reasons:

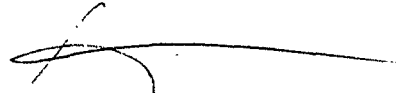
- (1) It would be necessary to send the programs to an outside source for captioning. This would impact airtide deadlines, which could result in Hype breaching its contracts with sponsors and losing business.
- (2) The added production cost would make production unaffordable. The current economic climate has worsened significantly; we have lost 65% of our sponsors and an equally significant percentage of advertisers from our last filing. It was necessary to put our staff on half-salary for over a year and our executive producer and director are still not receiving a salary.
- (3) To sustain the business the owners have invested their retirement savings to support operations. Therefore the undue burden on Hype to comply with the closed captioning requirements is even more significant.
- (4) It is extremely difficult to sell minimum advertising revenue and we are not able to procure any additional funds to cover the cost of closed captioning. Most potential sponsors that we approach have cut their marketing budgets significantly and some have even eliminated their marketing departments in part or all together.
- (5) Hype is self-funded and we have no outside distribution resources to assist us with the compliance. Therefore the cost would be an undue burden on this small independent production company.
- (6) The show we produce is a cooking show, The Chef's Kitchen that features how to prepare a recipe. All recipes are provided on-line and viewers may easily download and print them out to prepare the recipe. Therefore, they don't even actually have to watch the show to get the desired result.

(7) Hype is a small business and at least half of our employees would have to devote approximately 20% of their time to comply with the closed captioning requirements.

(8) Hype may have to discontinue its programs and cease broadcast operations due to its inability to comply with the closed captioning requirements.

Thus, we respectfully request that Hype be exempted from closed captioning requirements for the above stated reasons. I have enclosed a self-addressed return envelope for you to send me a copy of your decision. I have also included a redacted copy so our financials will not be made public. I look forward to hearing from you soon and would be happy to discuss our request with you. Your consideration in this matter is deeply appreciated.


Sincerely,



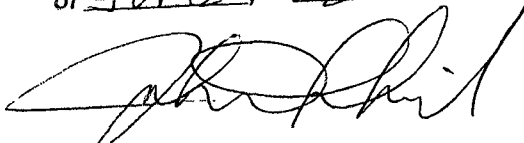
Nicole Woodruff

VIA: OVERNIGHT

ENCLOSURES

I  duly acknowledge and certify that all statements made on this file update in addition to the original filing dated March 3, 2006 are true and correct to the best of my knowledge, information and belief.

Sworn to and subscribed  
before me this 15 day  
of JUNE, 2012



COMMONWEALTH OF PENNSYLVANIA  
NOTARIAL SEAL  
JOHN D. LIBERT, Notary Public  
City of Philadelphia, Phila. County  
My Commission Expires May 7, 2014

hype413, Inc.  
**Profit & Loss YTD Comparison**  
 December 2011

|                                | Dec 11 | Jan - Dec 11 |
|--------------------------------|--------|--------------|
| Ordinary Income/Expense        |        |              |
| Income                         |        |              |
| Direct Customer Costs          |        |              |
| Print-Production Income        |        |              |
| Revenue Share Income           |        |              |
| Video-Production Income        |        |              |
| Total Income                   |        |              |
| Expense                        |        |              |
| Administrative & General       |        |              |
| Accounting                     |        |              |
| Advertising Expense            |        |              |
| Auto Expense                   |        |              |
| Bank Service Charges           |        |              |
| Contributions/Donations        |        |              |
| Courier Fees                   |        |              |
| Dues                           |        |              |
| Insurance                      |        |              |
| Insurance-Life                 |        |              |
| Interest Expense               |        |              |
| Kitchen Supplies               |        |              |
| Legal Fees                     |        |              |
| Office Repairs & Maintenance   |        |              |
| Office Supplies                |        |              |
| Overnight Delivery Fees        |        |              |
| Payroll                        |        |              |
| Gross Wages                    |        |              |
| Payroll Taxes - ER             |        |              |
| Total Payroll                  |        |              |
| Postage                        |        |              |
| Professional Fees              |        |              |
| Rent                           |        |              |
| Representation Fees            |        |              |
| Retirement Plan Administration |        |              |
| Taxes - Local                  |        |              |
| Taxes - Property               |        |              |
| Telephone/Internet             |        |              |
| Utilities                      |        |              |
| Total Administrative & General |        |              |
| Print Production Costs         |        |              |
| Art Dept. Supplies             |        |              |
| Photographer/Photo Rental      |        |              |
| Printing Charges               |        |              |
| Transportation & Parking       |        |              |
| Total Print Production Costs   |        |              |
| Sales & Marketing              |        |              |
| Meals                          |        |              |
| Transportation & Parking       |        |              |
| Total Sales & Marketing        |        |              |
| Video Production Costs         |        |              |
| Cameramen                      |        |              |
| Crew                           |        |              |
| Crew Meals                     |        |              |
| Editing/Dub Charges            |        |              |
| Freelance Artist               |        |              |
| Hair & Make-up Artist          |        |              |
| Location/Studio Rental/Fees    |        |              |
| Production Supplies            |        |              |
| Props/Stylist                  |        |              |
| Scouting/Research Expenses     |        |              |
| Talent                         |        |              |
| Transportation & Parking       |        |              |
| Travel/Lodging Expenses        |        |              |
| Wardrobe/Stylist               |        |              |
| Total Video Production Costs   |        |              |

06/12/12

hype413, Inc.  
**Profit & Loss YTD Comparison**  
December 2011

|                               | Dec 11     | Jan - Dec 11 |
|-------------------------------|------------|--------------|
| Total Expense                 | [REDACTED] | [REDACTED]   |
| Net Ordinary Income           | [REDACTED] | [REDACTED]   |
| Other Income/Expense          |            |              |
| Other Income                  |            |              |
| Dividend Income               | [REDACTED] | [REDACTED]   |
| Interest Income               | [REDACTED] | [REDACTED]   |
| Unrealized Gain on Investment | [REDACTED] | [REDACTED]   |
| Total Other Income            | [REDACTED] | [REDACTED]   |
| Net Other Income              | [REDACTED] | [REDACTED]   |
| Net Income                    | [REDACTED] | [REDACTED]   |

06/12/12

hype413, Inc.  
Profit & Loss YTD Comparison  
December 2010

|                                 | Dec 10 | Jan - Dec 10 |
|---------------------------------|--------|--------------|
| Ordinary Income/Expense         |        |              |
| Income                          |        |              |
| Print-Production Income         |        |              |
| Radio-Production Income         |        |              |
| Revenue Share Income            |        |              |
| Video-Production Income         |        |              |
| Website-Production Income       |        |              |
| Total Income                    |        |              |
| Expense                         |        |              |
| Administrative & General        |        |              |
| Accounting                      |        |              |
| Auto Expense                    |        |              |
| Bank Service Charges            |        |              |
| Contributions/Donations         |        |              |
| Courier Fees                    |        |              |
| Depreciation-Mid-Atlantic       |        |              |
| Depreciation - New England      |        |              |
| Dues                            |        |              |
| Insurance                       |        |              |
| Insurance-Life                  |        |              |
| Interest Expense                |        |              |
| Kitchen Supplies                |        |              |
| Office Equipment-Repairs/Maint. |        |              |
| Office Repairs & Maintenance    |        |              |
| Office Supplies                 |        |              |
| Overhead Reimbursement          |        |              |
| Overnight Delivery Fees         |        |              |
| Payroll                         |        |              |
| Gross Wages                     |        |              |
| Payroll Taxes - ER              |        |              |
| Total Payroll                   |        |              |
| Rent                            |        |              |
| Representation Fees             |        |              |
| Retirement Plan Administration  |        |              |
| Taxes - Local                   |        |              |
| Taxes - Property                |        |              |
| Telephone/Internet              |        |              |
| Utilities                       |        |              |
| Total Administrative & General  |        |              |
| Print Production Costs          |        |              |
| Art Dept. Supplies              |        |              |
| Crew Meals                      |        |              |
| Equipment/Rental                |        |              |
| Hair & Make-up Artist           |        |              |
| Models                          |        |              |
| Photographer/Photo Rental       |        |              |
| Printing Charges                |        |              |
| Props/Stylist                   |        |              |
| Transportation & Parking        |        |              |
| Travel/Lodging Expenses         |        |              |
| Total Print Production Costs    |        |              |
| Radio Production Costs          |        |              |
| Audio Production                |        |              |
| Voice-Over Artist               |        |              |
| Total Radio Production Costs    |        |              |
| Sales & Marketing               |        |              |
| Client Gifts                    |        |              |
| Meals                           |        |              |
| Transportation & Parking        |        |              |
| Travel & Lodging                |        |              |
| Total Sales & Marketing         |        |              |
| Video Production Costs          |        |              |
| Cameramen                       |        |              |
| Casting Services                |        |              |
| Crew                            |        |              |

06/12/12

hype413, Inc.  
**Profit & Loss YTD Comparison**  
December 2010

|                                | Dec 10     | Jan - Dec 10 |
|--------------------------------|------------|--------------|
| Crew Meals                     | [REDACTED] | [REDACTED]   |
| Editing/Dub Charges            | [REDACTED] | [REDACTED]   |
| Freelance Artist               | [REDACTED] | [REDACTED]   |
| Freelance Producer             | [REDACTED] | [REDACTED]   |
| Hair & Make-up Artist          | [REDACTED] | [REDACTED]   |
| Location/Studio Rental/Fees    | [REDACTED] | [REDACTED]   |
| Production Supplies            | [REDACTED] | [REDACTED]   |
| Props/Stylist                  | [REDACTED] | [REDACTED]   |
| Scouting/Research Expenses     | [REDACTED] | [REDACTED]   |
| Talent                         | [REDACTED] | [REDACTED]   |
| Transportation & Parking       | [REDACTED] | [REDACTED]   |
| Travel/Lodging Expenses        | [REDACTED] | [REDACTED]   |
| Wardrobe/Stylist               | [REDACTED] | [REDACTED]   |
| Total Video Production Costs   | [REDACTED] | [REDACTED]   |
| Website Production Costs       | [REDACTED] | [REDACTED]   |
| Website Services               | [REDACTED] | [REDACTED]   |
| Total Website Production Costs | [REDACTED] | [REDACTED]   |
| Total Expense                  | [REDACTED] | [REDACTED]   |
| Net Ordinary Income            | [REDACTED] | [REDACTED]   |
| Other Income/Expense           |            |              |
| Other Income                   |            |              |
| Dividend Income                |            |              |
| Interest Income                | [REDACTED] | [REDACTED]   |
| Unrealized Gain on Investment  | [REDACTED] | [REDACTED]   |
| Total Other Income             | [REDACTED] | [REDACTED]   |
| Net Other Income               | [REDACTED] | [REDACTED]   |
| Net Income                     | [REDACTED] | [REDACTED]   |